Serial No.: 09/695,016
Attorney Docket No.: BL055 GN005
Amendment

IN THE CLAIMS:

1-15. (Canceled)

16. (Previously Amended)   A computer implemented method of collecting data associated with a consumer, comprising:

(a) a computer-implemented step of selecting a business to which a consumer feedback communication is to be directed;

(b) a computer-implemented step of obtaining one or more ratings relating to the business from the consumer;

(c) a computer-implemented step of composing a consumer feedback communication using the obtained ratings; and

(d) a computer-implemented step of creating one or more indices from the obtained ratings, the one or more indices categorizing the consumer according to the obtained ratings.

17. (Original) The method as recited in claim 16, further comprising:

repeating steps (a), (b), and (c) for one or more consumer feedback communications directed to one or more businesses within an industry.

18. (Original) The method as recited in claim 17, wherein (d) creating one or more indices is performed for the one or more consumer feedback communications such that a single set of indices is associated with the consumer.

19. (Original) The method as recited in claim 16, further comprising:

(e) transmitting the consumer feedback communication to the business.

20. (Original) The method as recited in claim 19, further comprising:

repeating steps (a), (b), (c), and (e) for one or more consumer feedback communications directed to one or more businesses within an industry.

{W0495406.1}   2

Serial No.: 09/695,016
Attorney Docket No.: BL055 GN005
Amendment

21. (Previously Amended)   The method as recited in claim 16, wherein the obtained ratings include a satisfaction rating, a future purchase intent, and future word of mouth influence intent, wherein creating one or more indices from the obtained ratings comprises:

a computer-implemented step of combining the satisfaction rating, the future purchase intent, and the future word of mouth influence intent to create a loyalty index indicating a level of loyalty of the consumer to the business.

22. (Previously Amended)   The method as recited in claim 21, further comprising:

a computer-implemented step of transmitting the consumer feedback communication to the business; and

a computer-implemented step of receiving a consumer response to a business feedback response sent by the business in response to the consumer feedback communication, the consumer response including a second set of obtained ratings associated with the business, the second set of obtained ratings including a second satisfaction rating, a second future purchase intent, and a second future word of mouth influence intent; and

a computer-implemented step of combining the second satisfaction rating, the second future purchase intent, and the second future word of mouth influence intent to create a second loyalty index indicating a level of loyalty of the consumer to the business.

23. (Previously Amended)   The method as recited in claim 16, wherein the one or more obtained ratings include an indication of volume of purchase of goods or services by the consumer within a product category associated with the business; and further comprising:

a computer-implemented step of obtaining socio-economic data associated with the consumer, wherein the socioeconomic data includes at least one of income of the consumer and occupation of the consumer; and

Serial No.: 09/695,016
Attorney Docket No.: BL055 GN005
Amendment

a computer-implemented step of combining the obtained ratings and the socio-economic data to obtain a buyer power index associated with the consumer.

24. (Original) The method as recited in claim 23, wherein the one or more obtained ratings further comprise an indication of the business' share of the volume of purchase by the consumer of goods or services within the product category.

25. (Previously Amended)   The method as recited in claim 16, wherein the one or more obtained ratings include an indication of frequency of purchase by the consumer of goods or services within a product category associated with the business; and further comprising:

a computer-implemented step of obtaining socio-economic data associated with the consumer, wherein the socioeconomic data includes at least one of income of the consumer and occupation of the consumer; and

a computer-implemented step of combining the obtained ratings and the socio-economic data to obtain a buyer power index associated with the consumer.

26. (Original) The method as recited in claim 25, wherein the one or more obtained ratings further include an indication of frequency of purchase by the consumer of goods or services provided by the business.

27. (Currently Amended)   A system for collecting data associated with a consumer, comprising:

a processor; and

a memory, at least one of the processor and the memory being adapted for:

(a) selecting a business to which a consumer feedback communication is to be directed;

(b) obtaining one or more ratings relating to the business from the consumer;

(c) composing a consumer feedback communication using the obtained ratings; and

{W0495406.1}   4

Serial No.: 09/695,016
Attorney Docket No.: BL055 GN005
Amendment

(d) creating one or more indices from the obtained ratings, the one or more indices categorizing the consumer according to the obtained ratings.

28-54. (Canceled)

55. (Previously Amended)   A computer readable medium storing thereon computer readable instructions for collecting data associated with a consumer, comprising:

(a) computer-readable instructions for selecting a business to which a consumer feedback communication is to be directed;

(b) computer-readable instructions for obtaining one or more ratings relating to the business from the consumer;

(c) computer-readable instructions for composing a consumer feedback communication using the obtained ratings; and

(d) computer-readable instructions for creating one or more indices from the obtained ratings, the one or more indices categorizing the consumer according to the obtained ratings.

56-58. (Canceled)